# NOMADICLAB DAY

# BEYOND CONNECTIVITY
# "THE AFTERMATH"

Jaime Jiménez

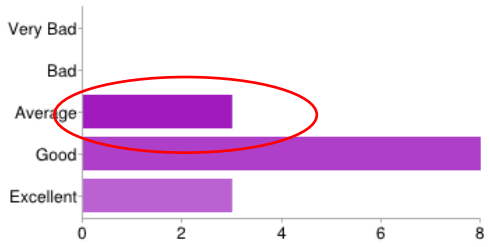
12th December

# GENERAL RESULT: GREAT SUCCESS

- Numbers:
  - More than **200** people participated throughout the day.
  - Out of 44 confirmed guest (>100 invited) **40** participated in the event.
  - Not just quantity but also better quality of guests.
    - Finnish Ministry of Transport and Communication
    - DNA
    - Telia Sonera
    - KONE
    - Kone Cranes
    - Lewel Group
    - Dstill
    - Huom
    - FSecure
    - Electrobit
    - Aalto University
    - Oulu University
    - Turku University
    - Helsinki Univerisity
    - Laurea
    - VTT

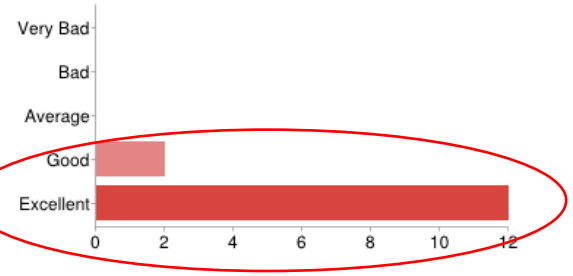
# FEEDBACK FROM GUESTS

**Location and Accessibility (transportation, etc.) [Please rate the actual organization of the event]**




| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 3 | 21% |
| Good | 8 | 57% |
| Excellent | 3 | 21% |

**External Speaker [Please grade the different parts of the event]**

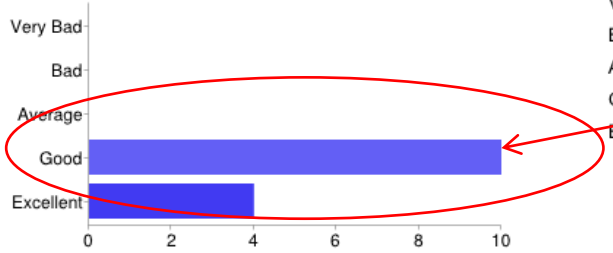



| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 0 | 0% |
| Good | 2 | 14% |
| Excellent | 12 | 86% |

**Panel Discussion [Please grade the different parts of the event]**

| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 0 | 0% |
| Good | 11 | 92% |
| Excellent | 1 | 8% |

**Stage Presentations [Please grade the different parts of the event]**

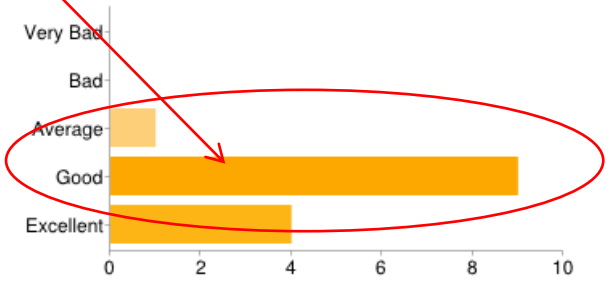



| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 0 | 0% |
| Good | 10 | 71% |
| Excellent | 4 | 29% |

NL

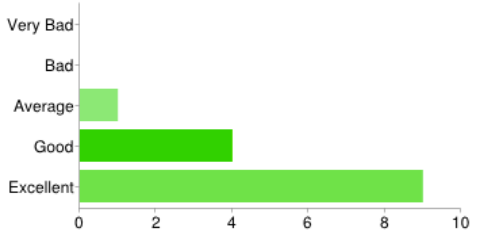
Mikko

**Demo Booths [Please grade the different parts of the event]**



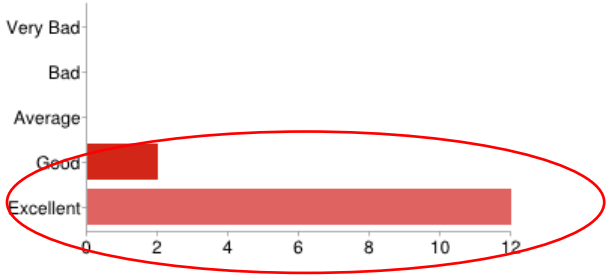

| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 1 | 7% |
| Good | 9 | 64% |
| Excellent | 4 | 29% |

**Suitable Premises (Space, mobility, etc.) [Please rate the actual organization of the event]**




| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 1 | 7% |
| Good | 4 | 29% |
| Excellent | 9 | 64% |

**Hosts/Escorts [Please rate the actual organization of the event]**




| | | |
|---|---|---|
| Very Bad | 0 | 0% |
| Bad | 0 | 0% |
| Average | 0 | 0% |
| Good | 2 | 14% |
| Excellent | 12 | 86% |

# FEEDBACK FROM GUESTS II

***Excellent!*** *In a few words, the best professional event I have recently been participating. The demos were very interesting and Mr. Hyppönen's speech was outstanding.*

Erkki Harjula, Oulu University

*Especially the **practical demonstrators and respective presentations** were most interesting, so I found the NomadicLab Day **very worthwhile**, thank you.*

Juha Zidbeck , VTT

*The day was very informative and interesting. In some seminars there has been very **short presentations of the demos before demo session**, which could give an introduction what you can see.*

Kari Markus, TEKES

***Good** demos and presentations.*

*Tuomo Rikman, DNA*

*Overall a **good event** and **worth continuing** practice*

Markku Pikkarainen, Elektrobit

*Very interesting and timely topics. **Excellent organization, excellent program**. Overall, **a well-used day.***

Olav Tirkkonen, Aalto

*I have now participated two times, and I have found the events **very interesting and useful**. Lot's of common research friends!*

*In the panel there could have been a bit **more discussion among the panelists.***

*Best stage presentations were really good, but some had so **dedicated focus that perhaps not of interest to most**.*

Antti Yla-Jaaski, Aalto

# NOMADICLAB FEEDBACK

- General Remarks
  - NL Day great work!
  - High quality event, very professional.
  - Good relevant presentations.
  - The material could have easily interested a much bigger audience as well.
  - Last year was great but this was 10x better.
  - Brand is not consistent (NomadicLab identity discussion).

- Organizational
  - There should have been coffee available in the morning. And it could have been served in the middle of the booth area.
  - Escorts could have been briefed better (not just per email).
  - The hosts should be more familiar with the material for introducing speakers (this was commented by someone from LMF during the event).
  - The common “Beyond Connectivity” theme was perhaps a bit hard to see.
  - The schedule should be followed more tightly.
  - Giving a demo on stage is a bit difficult - often easier at booth (but got also positive comments about it)
  - Clothing. (Either T-Shirt or No T-Shirt).
  - Länsitori should be rebuilt so that the kitchen "shack" isn’t in the middle where it blocks the view, and so that guests can leave without an escort :)

# NOMADICLAB FEEDBACK: ORGANIZERS

- **Some general comments are:**
  - The event was **definitely a success** thanks to all of the lab.
    - More guests, more impact, more demos, good presentations and good demos great external speaker.

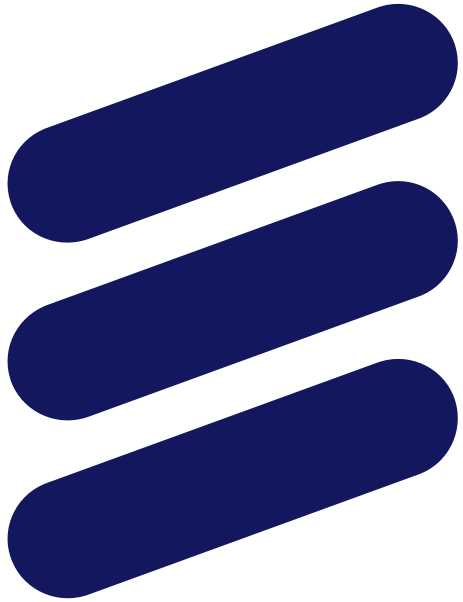
BUT

  - An event of these characteristics **does not just "happen" or "self-organize"** spontaneously.
  - **Ericsson vs Ericsson** cases:
    - For instance TRM was not allowed to show current material.
    - Contacts with the media are NATed.
    - Too many intermediaries for everything in a corporate environment.
    - Organizing the event gives a lot of responsibility but not a lot of power.
    - Stage presenters cannot go all in, like Mikko did.
  - Low participation before the event:
    - During the whole process only two people have actually volunteered. Mostly Aimmy.
    - No incentives to do extra. Should it be treated as an actual project, with resource allocation?
    - Other projects/deadlines.
    - People are simply not in the Lab or busy.
      - As an example, the SVN has been used just by 4 people from the lab, 95% of the changes done by 2.
  - **We do not have that many contacts**, or we cannot convince them to come (assistance 40/100).
  - If people feel "forced" to do an event, they won't give 100%.
  - Responsibility / Reward ratio gives **few incentives** for people that have **to organize it.**

# FOR NEXT YEAR

- If we want more guests
  - We need to invite more people. Eventbrite has definitely helped smoothing invitation process.
  - We have to make it semi-public.
  - More senior or “well known” researchers have to use their contacts much more.
- If we want more PR
  - Ericsson PR has strong policies. Is the event advertisable/public or not.
- Participation should be continuous and **proactive**, not in the last minute and **reactive**.
- Maybe we shouldn’t strive so hard for a common theme if we don’t have it.
- Email and SVN might not be the best tools to organize this, although all the material used for the event is in the SVN.

*This is not football/hockey, don’t just sit and watch.*



ERICSSON